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Lenawee Broadcasting
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To: The House Committee on Local Government
From: Michigan Association of Broadcasters
Re: Public Notice Reform Legislation – House Bill 4183
Date: March 4, 2015

Michigan Association of Broadcasters (MAB), representing 389 Television and Radio stations in the state of Michigan, urges your **support of public notice reform legislation – House Bill 4183.**

Public Notice reform legislation boosts government transparency and access to public notices, standardizes public notice classification system, includes local TV and radio stations in the public notice distribution model, and provides for competitive options and cost-cutting measures for local municipalities who distribute public notices.

Current Michigan public notice requirements are outdated laws without marketplace competitive pressures. The cost of public notices is determined by a monopolistic and outdated business model that often comes from a single source newspaper provider. Many markets no longer even have daily newspapers and many newspapers charge a subscription fee to access their websites. As a result, millions of dollars of taxpayers' money are paid at all levels of government each year on public notices that reach an ever-declining number of individuals. Technology changed the way people access information. We now use multiple media platforms in finding information we need.

Michigan Association of Broadcasters represents 100% of all commercial TV stations and 87% of all radio stations in the state. Local TV and radio stations reach more people on daily basis than all other forms of media **combined.**

- According to a Nielsen report published in February 2014, 242 million Americans listen to radio. This represents 92% of the adult population in the United States.
- According to the same report, television remains the number one media platform for video consumption, with 97.2% of Americans turning to TV for their local news, programming, entertainment and emergency notification.

MAB believes that public notices should be published in a media for which there is **no charge** to the consumer to obtain. We believe that local TV and radio stations, and their websites, offer a competitive choice in the public notice distribution process that includes daily on-air promotion of the public notices to build an audience for the notices and promote government transparency.

Broadcasters are uniquely positioned to promote on the air and host public notices online because broadcasters collectively reach 100% of population in the state. Broadcasters' websites are the most relied-on and trusted source for up-to-date information. Public Notice reform legislation recognizes the value of the local broadcasters and their websites



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to public notice distribution by including 'local media outlets' as an option for public notice publication.

Michigan Association of Broadcasters believes that radio and television media companies with their websites, mobile apps, texting programs and social media platforms are well positioned to publish and promote public notices.

Sincerely,

Karole White
President/CEO
Michigan Association of Broadcasters

Elena Palombo
Government Relations Manager
Michigan Association of Broadcasters